

marketing planner

ABOUT TIBER RIVER:

Tiber River is not your typical personal care manufacturing and distribution company. With three distinct distribution channels operating within an omnichannel strategy and a mission to positively impact every family by creating happiness through our products, we see a day when there is a Tiber product in every household in the world. We have lofty goals and to reach them, we stay true to who they are. Tiber River likes to KISS (keep things small and simple), we believe in Vuja De (being the kind of company that takes initiative to doubt the default and look for a better option) and we are the Right Amount of Crazy (they see things differently and are willing to push themselves, and all they touch, forward). In 2016, Tiber River became the 354th Fastest Growing Company in Canada, moving up to the 258th spot in 2017 and shooting for even higher this year. Currently operating with 75 employees, two retail stores, and over 1500 consultants, Tiber River was awarded the “Mompreneur 2018 Award of Excellence.”

ABOUT THE ROLE:

We're looking for a Marketing Planner to plan, execute the tasks within, manage and measure the annual marketing calendar, building the Tiber Brand to create happiness in every home in Canada! That includes GTM & product launch campaigns, sales, promos, events, advertising, PR, and communications.

the nitty gritty

MAJOR PROJECTS

A corporate rebrand, new website, and establishing/growing our ecom channel are in the books for the upcoming year.

QUALIFICATIONS

We're interested in candidates who have completed relevant post-secondary education, who have some managerial-level marketing experience with a proven track record in managing & executing successful marketing goals & tactics. Our dream candidate would be a slam-dunk cultural fit, high level creative thinker, results driven, experienced in B2B and B2C, ecom, retail, and direct sales, and is one of those people who brings home baked goods to the office on Tuesdays (hey we can dream)!

MEASURABLES

Your success will be measured by marketing originated customers, incremental sales, analytics goal completion rate, customer acquisition cost, and assorted purchase funnel metrics.

Sound like a fit? Email your resume to
careers@tiberriver.ca